



SPA ATLANTIS RUNS ON AN ENERGY-EFFICIENT BUSINESS MODEL

With widespread devastation and depression on the minds of many Louisianans in the wake of the hurricanes of 2005, it was clear that the New Orleans needed to welcome new businesses that would bring a positive addition to the area; not only in terms of service, but in terms of sound environmental business practices.

Spa Atlantis is one of those businesses.

As a professional spa and salon in downtown New Orleans, Spa Atlantis prides itself as a clean, comfortable setting where people can go to relax and unwind. To facilitate that positive atmosphere, the spa operates under various energy-saving methods and principles.

Prior to opening the spa in early 2008, owner Richard Borne knew that starting with an energy-conscious plan right off the bat would serve as a vital cost savings measure in the long run.

“Before we began with the build out of the interiors, I hired an energy expert to present us with an energy-efficient heating, ventilating and air conditioning system,” said Borne. “During the planning stage, we also ensured that the water heater and washing and drying appliances would be energy-efficient models.”

Making the most out of their unique floor design, Spa Atlantis is equipped with compact fluorescent light bulbs throughout, and durable curtains to adorn their large storefront windows as a heating and cost-reduction measure. To further increase efficiency and promote conservation, electricity and water use is also conducted in an ecologically-sound fashion, as the spa makes every effort to limit their



Spa Atlantis started with a green plan when it opened in early 2008



Front-loading, high efficiency washer and dryers help conserve energy and water



laundering time of robes and towels to under two daily rotations. “As a hands-on, customer service oriented business, our energy saving techniques not only save money, they serve to enhance the overall aesthetic by providing maximum comfort to our customers,” said Borne.

Situated at 740 Gravier Street in the heart of New Orleans’ Central Business District, the spa’s exclusive location between St. Charles Avenue and Carondelet makes it a particularly convenient stop for pedestrians. Facing a one-way, one-lane block of Gravier, the spa doesn’t see considerable traffic congestion and idling cars; a factor which naturally reduces the potential for gas emissions in front of the spa, thereby promoting a healthier experience for customers as well as employees.

In addition, the spa uses products which are friendly to the environment. Get Fresh, a line of spa products used for nail services, is free of fragrances, synthetic colors and Parabens, a commonly used artificial preservative. The spa also sells tote bags from the Get Fresh line, which are made from 100 percent recycled material and can be recycled again if they become damaged.

Spa Atlantis serves as a fine example of new businesses in the state that are making a conscientious effort to help the environment through sensible business practices. While those practices not only save money, they encourage environmental stewardship and set the bar high for other businesses to follow suit.

For more information, visit Spa Atlantis on the Web at www.spaatlantis.net, or call (504) 566-8088.